



Tools For Action

An inventory of nutrition and physical activity interventions in Wisconsin

Program Name
FEAST (nutrition coalition)

Contact Information

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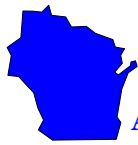
Program Information

Type of Program Coalition
Year Coalition was Formed 2001
Primary program focus Nutrition
Region Northern
County Ashland & Bayfield
Coalition Web Site Address

Program Information

Represented Groups on Coalition Community Government Health Care Health Dept Media University UW-EX WIC Other	Represented Professions on Coalition Citizen Rep Dietitian Educator Media Nurse Physician Other
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A Wisconsin Nutrition and Physical Activity Program



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Intervention Name Mobile Farmers' Market

Intervention Information

Type of Intervention: Nutrition Environment
Focus Area: Adequate food
Intervention Site or Setting: Community
Scope of Intervention: Individual sites
Target Audience: All races, genders and ages
Total Population in Area Served: 32,000
Number of Participants: 614
Implementation Status: Summer-fall

Partners: Northwest Wisconsin Community Services Agency, UWEX, Ashland Aging Unit, Bayfield County Health Department, community volunteers
Unique Funding: A local Bayfield County Grant, probably will not be available in the future
Evaluation: Service Provision – One-time Impact on Behavior – survey
Evidence-Based or Best Practice based on Known health benefits of eating more fruits and vegetables

Products Developed or Materials Used:

Fruit and vegetable education cards and recipe booklet

Intervention Description:

Mobile Market was given a trial run in 2003 for Senior FMNP, and in 2004 approval for WIC participants as well was received. A part time worker and a community volunteer organized the effort of collecting vegetables from farmers, and record keeping to assure accurate reimbursement. Nutrition educators provided information on using the fruits and vegetables. This was well received.